#### CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS **COURSE MODIFICATION PROPOSAL** Courses must be submitted by October 15, 2010, and finalized by the end of the fall semester to make the next catalog (2011-12) production DATE (CHANGE DATE EACH TIME REVISED): 10.7.10 REV 11.17.10

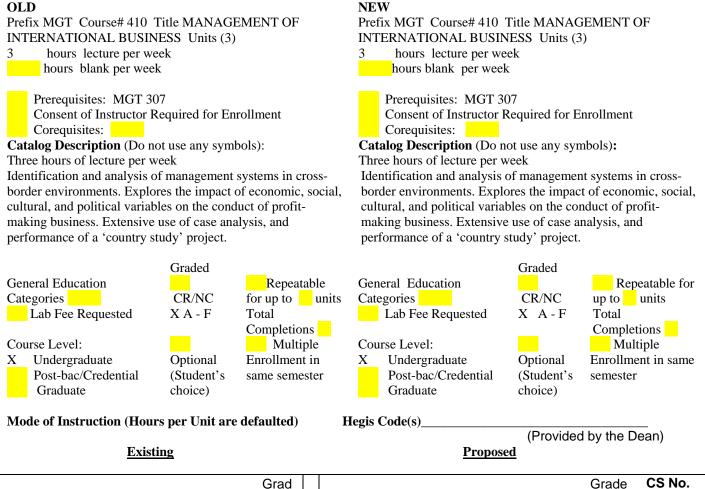
PROGRAM AREA(S): BUS

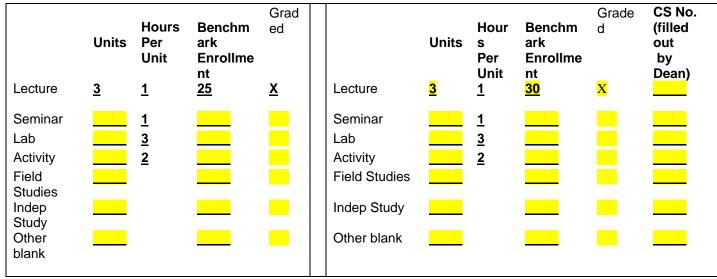
Directions: All of sections of this form must be completed for course modifications. Use YELLOWED areas to enter data. All documents are stand alone sources of course information.

## 1. Course Information.

[Follow accepted catalog format.] (Add additional prefixes i f cross-listed)

#### OLD





2.

**General Education Categories:** All courses with GE category notations (including deletions) must be submitted to the GE website: <u>http://summit.csuci.edu/geapproval</u>. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

## A (English Language, Communication, Critical Thinking)

A-1 Oral Communication

- A-2 English Writing
- A-3 Critical Thinking

#### **B** (Mathematics, Sciences & Technology)

- **B-1** Physical Sciences
- B-2 Life Sciences Biology
- B-3 Mathematics Mathematics and Applications

## B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures) C-1 Art C-2 Literature Courses C-3a Language C-3b Multicultural D (Social Perspectives) E (Human Psychological and Physiological Perspectives) UDIGE/INTD Interdisciplinary Meets University Writing Requirement Meets University Language Requirement

 American Institutions, Title V Section 40404:
 Government
 US Constitution
 US History

 Refer to website, Exec Order 405, for more information:
 <a href="http://senate.csuci.edu/comm/curriculum/resources.htm">http://senate.csuci.edu/comm/curriculum/resources.htm</a>

 Service Learning Course (Approval from the Center for Community Engagement must be received before you can request this course attribute).

#### 4. Justification and Requirements for the Course. [Make a brief statement to justify the need for the course]

#### OLD

This course is an elective course for the Bachelor of Science program in Business and a required course for the Management option within the Bachelor of Science in Business. An understanding of international business is essential for business students in today's interdependent global world. This course will provide business students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operation. It will examine the strategies and structures of international business and assess the special roles of an international business's various functions. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.

- Requirement for the Major/Minor
- X Elective for the Major/Minor
- Free Elective

Submit Program Modification if this course changes your program.

#### NEW

This course is an elective course for the Bachelor of Science program in Business and a required course for the Management option within the Bachelor of Science in Business. An understanding of international business is essential for business students in today's interdependent global world. This course will provide business students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate. It will examine the strategies and structures of international business and assess the special roles the various functions of an international business.

- Requirement for the Major/Minor Elective for the Major/Minor Free Elective

**5. Student Learning Outcomes.** (List in numerical order. You may wish to visit resource information at the following website: http://senate.csuci.edu/comm/curriculum/resources.htm)

Upon completion of the course, the student will be able to: **OLD** 

1. Explain the differences in economic social, political, and cultural variables among countries

Upon completion of the course, the student will be able to:\* **NEW** 1. Explain orally and in writing the differences in economic

social, political, and cultural variables among countries (1,2,3)

trade and investment (1,5)trade and investment 3.distinguish between various trade policies and their economic 3.Distinguish between various trade policies and their economic impacts (1,5) impacts 4. Develop competencies in global strategy formulation, 4.Demonstrate oral communication and teamwork skills including strategic alliances and the integration of all functional through case analysis and group projects (2,5,6) areas in a global context 5.develop communication and teamwork skills through case \*Aligns with Program Learning Goals for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) analysis and group projects Conduct (Ethics), 5) Competencies in discipline, 6) Collaboration 6. Course Content in Outline Form. (Be as brief as possible, but use as much space as necessary) OLD NEW I. Introduction I. Introduction Globalization Globalization Differences in Political Economy Differences in Political Economy Differences in Culture Differences in Culture II. The Global Trade and Investment Environment II. The Global Trade and Investment Environment Trade Theory and Policy Trade Theory and Policy Foreign Direct Investment Foreign Direct Investment Economic Integration **Economic Integration** III. The Global Monetary System III. The Global Monetary System Foreign Exchange Markets Foreign Exchange Markets International Monetary Systems International Monetary Systems IV. The Strategy and Structure of International Business IV. The Strategy and Structure of International Business Strategy and Organization Strategy and Organization Entry Strategy and Alliances Entry Strategy and Alliances V. International Business Operations V. International Business Operations Exporting and Importing Exporting and Importing Manufacturing Management Manufacturing Management Human Resources Management Human Resources Management

2. Evaluate various trade theories and determine the gains from

Accounting and Financial Management

Accounting and Financial Management

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Does this course content overlap with a course offered in your academic program? Yes \_\_\_\_\_ No X If YES, what course(s) and provide a justification of the overlap.

Does this course content overlap a course offered in another academic area? Yes \_\_\_\_\_ No X If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

- 7. Cross-listed Courses (Please note each prefix in item No. 1)
  - A. List cross-listed courses (Signature of Academic Chair(s) of the other academic area(s) is required).
    - B. List each cross-listed prefix for the course:
  - C. Program responsible for staffing:
- 8. References. [Provide 3-5 references]

# OLD

Hill, Charles, W. L., International Business: Competing in the Global Marketplace, 6<sup>th</sup> edition, McGraw -Hill 2007. Ricky W. Griffin and Michael W. Pustay, International Business, 4<sup>th</sup> edition, Prentice Hall, 2007

### NEW

Hill, Charles, W. L., International Business: Competing in the Global Marketplace, 6<sup>th</sup> edition, McGraw -Hill 2007. Ricky W. Griffin and Michael W. Pustay, International Business, 4<sup>th</sup> edition, Prentice Hall, 2007

9. Tenure Track Faculty qualified to teach this course.

Jaye Smith, Paul Rivera

- 10. Requested Effective Date or First Semester offered: Fall 2009
- 11. New Resource Requested: Yes No X If YES, list the resources needed.
  - A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)
  - B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)
  - C. Facility/Space/Transportation Needs:
  - D. Lab Fee Requested: Yes \_\_\_\_\_ (Refer to the Dean's Office for additional processing)
  - E. Other.

12. Indicate Changes and Justification for Each. [Check all that apply and follow with justification. Be as brief as possible but,

use as much space as necessary.]Course titleCourse ContentPrefix/suffixXCourse numberReferencesUnitsGEStaffing formula and enrollment limitsXPrerequisites/CorequisitesReactivate CourseCatalog descriptionXXMode of Instruction

#### Justification:

Updated Student Learning Objectives (SLO) and aligns SLO with Program Learning Goals (PLG)

13.	Will this course modification alter any degree, credential, certificate, or minor in your program? Yes	No X
	If, YES attach a program update or program modification form for all programs affected.	
	Priority deadline for New Minors and Programs: October 4, 2010 of preceding year.	
	Priority deadline for Course Proposals and Modifications: October 15, 2010.	
	Last day to submit forms to be considered during the current academic year: April 15 <sup>th</sup> .	

William Cordeiro

Proposer(s) of Course Modification						
Type in name.	Signatures will be collected after Curriculum approval.					

Date

# Approval Sheet

Course:

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

Program Chair		
L	Signature	Date
Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
General Education Chair		
	Signature	Date
Center for Intl Affairs Director		
	Signature	Date
Center for Integrative Studies Director		
Director	Signature	Date
Center for Multicultural Engagement Director		
	Signature	Date
Center for Civic Engagement and Service Learning Director		
	Signature	Date
Curriculum Chair		
	Signature	Date
Dean of Faculty		
	Signature	Date

Signature